

VIA ELECTRONIC MAIL



D. M. [Signature] 12/12/93
T & D [Signature] 12/13/93
S. R. M. [Signature] 1/1/93
S. A. M. [Signature] 12/15/93

February 8, 1993

TO: G. N. Kuruc, Jr.
J. T. Jones
G. B. Brown
J. H. Casey

L. S. Justo
J. A. Miller
R. J. O'Rourke

RE: Meeting Notes

Gentlemen:

Listed below are the changes in our work priorities as agreed to by all Managers.

CAMEL SPECIAL LIGHTS INTRODUCTION

- * Single focus introduction - S/R's to work the new brand "exclusively" until coverage is completed.
- * Make this an extremely "high profile" introductions in terms of:
 - Displays
 - Advertising
 - Distribution
 - Promotions
- * Part-Time Sales Force to work the Savings brand coupons/vpr's exclusively until introductory coverage is completed.
- * Utilize CAMEL Special Lights in "all" Overheads and Y-Signs (transparencies).
- * Spread BIGIF's to all calls versus large amounts in selected calls.
- * PCD load plans should allow for CAMEL Lights to be displayed with new CAMEL Special Lights to eliminate any confusion that our standard Lights are being replaced.
- * Bottomline: Let's show the "Adventure Team" that CAMEL Special Lights can **kick butt!**

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SAVINGS BRAND STRATEGY

- * Move from conservative to aggressive with DORAL/MAGNA and STERLING couponing.
- * Use \$4.00 coupons where competition is at that level.
- * Where competition is using \$5.00 coupons to chase our MONARCH, use \$4.00 coupons on DORAL/MAGNA/STERLING.
- * "Signs, signs, everywhere's a sign". The Savings Brand meeting said it well. Advertise our price - in a big way!
- * Coupon all of our mid-price brands in a call at the same coupon value.
- * In-warehouse couponing - immediate changes:
 - Wakefern From \$2.50 to \$3.50
 - Pathmark From \$3.00 to \$3.50
 - Twin County From \$2.50 to \$3.50
- * Supplemental floor displays are the thing to do!
- * Also, let's get MONARCH Box out to the retail accounts.

1993 MERCHANDISING STRATEGIES

- * As we discussed, in the very near future we will all get together as a group to set the Region's standards and direction. I will notify everyone of the date shortly.

Once again, I would like to thank everyone for your efforts with the Annual Meeting this year. It was quite apparent that the Sales Representatives learned a lot and enjoyed the breakout meetings format.

Sincerely,

Mark

M. A. Young

MAY/ams

cc: E. M. McAtee

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